

Abstract

An electronic program guide for use with a television delivery system is disclosed having a plurality of program menus that list information about available television programs. The program information includes, for example, program names and start times. A user navigates the program menus using a user interface, such as an infrared remote control. The user interface controls a cursor that indicates selection of a menu item, such as a program. The selected program is then displayed on the screen. Advertisements are displayed as part of the program guide. The advertisements may include targeted advertisements based on data gathered from the subscriber and stored in a subscriber profile. The data profile may include data gathered directly from the subscriber as well as data gathered based on the subscriber's viewing habits. The electronic programming guide is controlled by a set top terminal co-located with a television set, for example, in a subscriber's home. The guide includes an introductory menu that is displayed on the screen each time the set top terminal is activated. The advertisement may be displayed on the introductory menu.